

ASHBOURNE COLLEGE SCHEME OF WORK

ACADEMIC YEAR... 2017 – 2018

SUBJECT... GRAPHIC COMMUNICATION

LEVEL... AS (Component 1: Portfolio)

TUTOR/S RESPONSIBLE FOR SCHEME... **Jak**

TUTOR/S RESPONSIBLE FOR TEACHING... **Jak**

SPECIFICATION TITLE/NUMBER GRAPHIC COMMUNICATION (7243/C)

PROJECT TITLE... 'Basics Designs for Communication'

Please Note:

① A basic foundation of Art & Design, three disciplines (carousel): Fine Art, Graphic and Visual Communication and Textile (fabric manipulation) and fashion will be introduced to all Art & Design students in the autumn term. Students will be divided into three different groups, with a four-week period for each group, there will be a week of museum/gallery visits at the beginning of each four-week period. Each visit preceded by a History of Art lecture relevant to the theme, and 3 weeks of teaching which will be moving/rotating so as to see each teacher of his/her particular subject. All the three disciplines will be working on the same theme, therefore, there will be 4 themes for each group to work on. All Art & Design students are advised to attend workshops after school hours and/or weekends.

② Graphic Communication is an intensive exploration of the fundamental principles of graphic design through a series of weekly studio assignments and critiques, supplemented by short readings, class discussions and tutorials. The classes focus on developing the ability to skilfully manipulate and combine core design elements such as type, shape and image, to transmit meaning and values. Students will investigate the use of communicative tools such as composition, colour, hierarchy, scale, rhythm, and visual metaphor. To foster a better understanding and appreciation of craft and materials, students will work by hand and explore simple analogue processes and they will move on to work with computer creative programmes such as Adobe Photoshop, Adobe Illustrator, InDesign, and After Effects, etc. There will be a few tutorials to facilitate this transition, however, the class is not software-orientated and students will be partly responsible for practising themselves. The additive, systematic nature of the assignments are designed to help students develop a working process that leads to a body of accomplished visual work, as well as a vocabulary for critically engaging that work, laying a solid foundation for further studies. For this component 1, portfolio, the project is divided into 3 main categories: ☉ Typography ☉ Graphic surfaces (patterns & textures) ☉ Visual/Images (Photography and Illustrations), students are required to complete all of them. Students are responsible for gathering instructional information, procedure, coursework and project guidelines on the assigned date. Any assigned class exercise will be completed during that class – briefs will be given and emailed to students before the class begins. Planning, Research and Contextual Studies are expected as homework for any project assigned. All assigned projects must be completed and handed in on their due date for assessment.

③ Although Ashbourne provides digital studio facilities, all graphic design students are expected and required to have their own personal equipment: a) a DSLR & Interchangeable lens (mirrorless) cameras with HD video format, b) a home computer and/or a laptop with a Photoshop CC and other creative programmes installed. c) A Dropbox and AirDrop applications must be active on their computers so that they can transfer, save their work and do homework.

④ Students are expected to have respect for the property and others in the classroom. The conduct policy for this class prohibits the following behaviour: a) late arrival and missing attendance, b) bringing in hot foods & hot drinks, eating or drinking near the computers, c) excessive or distracting conversation, disruption of class by use of mobile

phones, audible beepers and instant messaging. In accordance with the school policy, any student guilty of the above may be dismissed from the class, and/or be referred for further discipline proceedings.

AVAILABLE TEACHING WEEKS... 21 weeks

WEEK	COMPONENT	TOPIC	POSSIBLE/SUGGESTED HOMEWORK	AVAILABLE RESOURCES
1 4 th - 8 th Sept.	Graphic Majors (4hrs/week in the autumn) Diagnostic Studies	<ul style="list-style-type: none"> ▣ Students will learn to improve their design skills and techniques using a variety of tools and equipment, digital and traditional. In the class, students will design and create a variety of projects, both by hand and by using computer graphic design programmes. They will maintain good studio organization and careful use of a variety of equipment and tools. They are expected to maintain facilities in an appropriate working condition. ▣ Rules & Regulations: Health & safety warning when working with equipment in YGP & Darkroom and printing chemicals. ▣ Introduction to Graphic Communication and Visual Designs. ▣ Introduction to digital equipment and computer programmes: DSLR & Interchangeable lens (mirrorless) cameras, scanner, printer, paper types, etc. ▣ Introduction to the principles of two-dimensional designs ▣ Introduction to the elements & principle of designs: line, shape, texture, space, size, value, balance, emphasis, etc. ▣ Individual discussions: Themes & Concepts, Personal Interests, Styles, Techniques and Media. ▣ Introduction to traditional B&W darkroom photography ▣ Camera-less techniques: traditional B&W darkroom and digital techniques 	<ul style="list-style-type: none"> ▣ Reference and Contextual Students study: <i>Reference material should be presented in the contextual studies notebook, or e-notebook along with written notes - these notes should include personal opinions about the photographers' and artists' work as well as evaluation about the students own images. For research, students should consult the work of as many artists as possible. Students are asked to base their research on what they are considering to attempt for the practical response. Also to make links and explain the connections that exists between these artists and the development of their ideas.</i> ▣ Photo-drawing/photogram © Student research, study, collect and comment on examples of work of the following photographers and artists: Man Ray, Adam Fuss, El Lissitzky, Laszlo Moholy-Nagy, 	<p>Lupton, E. & Phillips J. (2015). <i>Graphic Design The New Basics</i>. New York: Princeton Architectural Press.</p> <p>Taschen (2001). <i>Icons, Man Ray</i>.</p> <p>Marc Dachy. <i>Dada The Revolt of Art</i>, Thames & Hudson 2006</p> <p>The George Eastman House Collection. (2005) <i>A History of Photography from 1839 to the present</i>. Taschen</p> <p>Jeannine Fiedler, <i>LASZLO MOHOLY-NAGY</i>, Phaidon.</p> <p>Tony Worobiec & Ray Spence. (2003). <i>Photo Art</i>. Amphoto Books</p> <p>Bruce Wands. (2006). <i>Art of</i></p>

		<p>Practical works: Photo-drawing/photogram & Digital photogram</p> <ul style="list-style-type: none"> ○ Single and double exposures photogram techniques ○ Students explore materials, media and techniques of basic photo-drawing ○ Students explore organic toning & staining B&W photography techniques ○ Students scan, edit and effect via digital equipment and computer programmes ○ Sketchbook & e-sketchbook presentations, comment and written notes. 	<p>Marta Hoepffner as well as digital-photogram artists & photographers, etc.</p> <p><u>Note:</u> list of artists and photographers will be given to each student</p>	<p><i>The Digital Age.</i> Thames & Hudson Ltd.</p>
	<p>Carousel (4hrs/week in the autumn).</p> <p>Note: Trip to the Design Museum (all disciplines) on Thursday, 7th September</p>	<p>Theme: Lines, Shapes and Form (wk 1)</p> <p>The Head of department will introduce the following:</p> <ul style="list-style-type: none"> ▣ Introduction to the four disciplines in Art & Design by the head of the department: Fine Art, Graphic Communication, Textiles, Art, Craft & Design. ▣ Introduction to the carousel; differences between the three disciplines and introduce subject teachers as well as showing how the carousel works. ▣ A short lecture of history of art relating to the theme ▣ Trip to the Design Museum on Thursday, 7th September 	<p>Note: No homework</p>	
<p>2 11th - 15th Sept.</p>	<p>Graphic Majors Diagnostic Studies</p>	<p>Typography</p> <p>Students study the design and use of basic letterforms, typographic contrast, hierarchy of information, major type families and characteristics, history of design and typographic grids. Students build skills for the art of typesetting and typographic layout, and for expressive typography and conceptual thinking. A foundation of Graphic Communication and working knowledge of computer programmes i.e. Adobe Photoshop, Adobe Illustrator, InDesign, etc.</p>	<p>▣ Reference and Contextual</p> <p>Students study:</p> <ul style="list-style-type: none"> ○ Students research, study, collect and comment on samples of works of the following typographers & graphic designers: Gene Federico, Neville Brody, Bruno Maag, Stefan Sagmeister, El Lissitzky, Walter Ruttmann, etc. 	<p>Salts, I. (2009). <i>Typography Essentials</i>. Massachusetts: Rockport</p> <p>Lupton, E. & Phillips J. (2015). <i>Graphic Design The New Basics</i>. New York: Princeton Architectural Press.</p> <p>Kimberly Elam, <i>Grid Systems:</i></p>

		<p>In the studio, students will participate in the following:</p> <p><i>Theoretical Studies:</i></p> <ul style="list-style-type: none"> ▣ Introduction to Typography: <ul style="list-style-type: none"> ⊙ A brief history of typography: historical and contemporary developments of typefaces and letter forms ⊙ discuss and evaluate how typeface styles and letter forms communicate a message ⊙ identify & define the correct terminology for typefaces and letter forms ⊙ Understanding Type measurements and Selecting Typefaces ⊙ Reading and Legibility ⊙ Emphasis and Hierarchy ⊙ Type Basics classifications and Terminology <p><i>Practical works:</i> Typographic Treatments & typo-photogram</p> <ul style="list-style-type: none"> ⊙ experimental & produce design work that explores typefaces and letter forms ⊙ Exploring & Visualising Ideas ⊙ Typographic Treatments: sketches and hand-drawing types, typo-photogram ⊙ Basic digital and Photoshop features: scanning, editing and adding effects ⊙ Sketchbook, e-sketchbook presentations, comments and written notes 	<p><u>Note:</u> list of artists, designers, photographers and typographers will be given to each student</p> <ul style="list-style-type: none"> ⊙ Complete the outstanding/remaining work ⊙ Sketchbook & e-sketchbook presentations, comments and written notes 	<p><i>Principles of Organizing Type (Design Briefs)</i>, Princeton Architectural Press, 2004</p> <p>Jim Krause, <i>Idea Index: Graphic Effects and Typographic Treatment</i>, North Light Books 2000</p> <p>Phil Baines & Andrew Haslam, <i>Types & Typography</i>, Laurence King Publishing</p> <p>Internet, Social Platforms and YouTube</p>
2, 3, & 4 11 th Sept – 6 th October	Carousel (Graphic & visual design group)	<p>Theme: Lines, Shapes and Form (3 weeks)</p> <p>Students will learn to improve their design skills and techniques using a variety of tools. In this class, students will design and create a variety of typographic, both by hand and by using computer graphic design programmes. They will maintain good studio organization and careful use of a variety</p>	<ul style="list-style-type: none"> ⊙ Complete the outstanding/remaining work ⊙ Sketchbook & e-sketchbook presentations, comments and written notes. ⊙ students are advised to practice 	<p>The George Eastman House Collection. (2005) <i>A History of Photography from 1839 to the present</i>. Taschen</p>

		<p>of equipment and tools. They are expected to maintain facilities in an appropriate working condition.</p> <ul style="list-style-type: none"> ▣ Introduction to the theme: Lines, Shapes and Form. Individual discussions: Themes & Concepts, Personal Interests, Styles, Techniques and Media. ▣ Rules & Regulations: Health & safety warning when working with equipment in YGP and printing chemicals in the Darkroom. ▣ Introduction to traditional B&W darkroom photography ▣ Introduction to digital equipment and computer programmes: DSLR & Interchangeable lens (mirrorless) cameras scanner, printer, paper types, etc. ▣ Typography: This classes will introduce students to the principles of typography. Through a series of progressively complex studio assignments supported by readings, informal tutorials, and brief software tutorials, students will acquire a solid foundation for practicing purposeful and expressive typography. ○ A brief history of typography: historical and contemporary developments of typefaces and letter forms ○ discuss and evaluate how typeface styles and letter forms communicate a message ○ identify & define the correct terminology for typefaces and letter forms ○ Understanding Type measurements and Selecting Typefaces ○ Reading and Legibility ○ Emphasis and Hierarchy ○ Type Basics classifications and Terminology <p><i>Practical works: Photo-drawing/photogram & Digital</i></p>	<p>on using digital and computer software and programmes</p>	
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		<p>photogram, Typo-photogram and Typographic Treatment</p> <ul style="list-style-type: none"> ▣ Individual discussions: Themes & Concepts, Personal Interests, Styles, Techniques and Media. ▣ Camera-less techniques: traditional B&W darkroom and digital techniques ▣ During this 3 wks period, student will learn and create fonts and typographic from the following topics <ul style="list-style-type: none"> ⊙ letterform: handwritten and typed letterforms ⊙ freehand rendering, hand drawn types, students are asked to creating type shapes by using dots, lines, geometric shapes and free forms with various colours and sizes. ⊙ visual elements of form: point, line, plane, and shape Basic ⊙ composition, balance, repetition, harmony, rhythm, variety, contrast and dominance ⊙ slanting shapes and overlapping forms ⊙ repetitions: apply dots & lines enhancements to bolster the aesthetic vigor of type ⊙ filling a letterform with illustration and photography ⊙ digital programmes editing and treatments 		
3, 4 & 5 18 th Sept. – 6 th Oct.	Graphic Majors Diagnostic Studies	<p>Intermediate Typography: Design your name (1) ‘Lettermark’</p> <p>An application of typographic principles to applied communication design projects of moderate complexity. Students strengthen skills in building typographic relationships and detail, creating sophisticated typographic layouts, including dynamic use of the grid, and employing type use and choice for creating expressive, conceptually-based typographic designs.</p> <p>Design</p>	<ul style="list-style-type: none"> ⊙ Complete the outstanding and remaining work ⊙ Sketchbook/e-sketchbook presentations, comments and written notes ▣ Reference and Contextual Studies: ⊙ Students research & study the works of contemporary artists, 	<p>Kimberly Elam; Grid Systems: Principles of Organizing Type (Design Briefs), Princeton Architectural Press, 2004</p> <p>Kimberly Elam; Geometry of Design: Studies in Proportion and Composition. Princeton Architectural Press 2011</p>

		<p>Students explore the formal elements of design including composition, colour, texture, and shape in the form of applied visual problem-solving exercises in which typography and meaningful concepts are added in order to shape the work into effective graphic communications. Brief will be given.</p> <p>▣ Introduction to Construction Drawing, equipment and tools</p> <p><i>Practical works: Illustrative Typography: Design your name</i></p> <p>(1) ‘Lettermark’, this exercise requires students to examine the characteristic shape and structure of the 2 letters and determine how the 2 forms can be integrated into unified whole to create a mark in which each other is integral to the other. It demands attention to all of the details of letterform design, including stroke, weight, contrast and especially positive and negative space. Students will develop and execute a mark that based on letterforms and incorporates curves. The exercise will also provide an opportunity to learn necessary design and technical skills such as:</p> <ul style="list-style-type: none"> ⊙ technical drawing ⊙ using letter as form ⊙ letterform details ⊙ negative and positive space problem-solving ⊙ positive/negative forms, letterform history, structure and terminology ⊙ composition, rhythm, contrast, hierarchy and alignment ⊙ media and techniques; the use of various software and creative programmes ⊙ digital alterations and manipulations ⊙ care in craft and presentation <p>▣ Mock exam: topic/exam questions will be given</p>	<p>designers, typographers, photographers and film makers in the areas of their expertise and discuss and enrich their vocabulary of design</p> <p>Note: list of artists, photographers, typographers, Designers will be given to each student</p>	<p>Jim Krause, <i>Idea Index: Graphic Effects and Typographic Treatment</i>. North Light Books 2000</p> <p>Phil Baines & Andrew Haslam, <i>Types & Typography</i>, Laurence King Publishing</p> <p>Robert Bringhurst, <i>The Elements Of Typographic Style: Version 3.1</i>. Hartley & Marks 2004</p> <p>Erik Spiekermann, E. M. Ginger; <i>Stop Stealing Sheep & Find Out How Type Works</i>.</p>
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<p>5, 6, 7 & 8 2nd – 20th October & 30th October – 3rd November</p>	<p>Carousel Note: a) Trips to RA (all disciplines) on Thursday 5th October, 2.00pm - 6.00pm b) Trips abroad to Florence, Tuesday 17th – Friday 20th October 2016</p>	<p>Theme: Tones and Colours (4 weeks) <i>The groups, which rotate from other Art & Design disciplines to digital art will be studying the topics below for a three week period:</i></p> <ul style="list-style-type: none"> ▣ Students will learn to improve their design skills and techniques using a variety of tools. In this class, students will learn to edit and add effect to their work by using computer and digital programmes. They will maintain good studio organization and careful use of a variety of equipment and tools. They are expected to maintain facilities in an appropriate working condition. ▣ Rules & Regulations: Health & safety warning when working with equipment in YGP & Darkroom. The group, which starts with graphic and visual communication, first will be studying the topics below for a three week period: ▣ Introduction to basic digital art: digital equipment: scanner, printer and computer programmes: Adobe Photoshop features: layers, transfers, import, export, filters, etc. <p><i>Practical works:</i></p> <ul style="list-style-type: none"> ⊙ Students scan their work from which they have done from previous subject ⊙ Digital alterations and manipulations ⊙ Finishes & Effects ⊙ Sketch book and written notes ⊙ Completing their work and ready to move on to other Art 		
<p style="text-align: center;">HALF –TERM Monday 23rd to Friday 27th October</p> <p style="text-align: center;">⊙ Half-Term revision ⊙ Complete outstanding/remaining work ⊙ Visiting Museums & Galleries</p> <p style="text-align: center;">Note: lists of exhibitions, museums & galleries will be emailed, given to students as well pinned on the notice board in the classroom.</p>				

<p>6, 7 & 8 9th – 20th October & 30th October – 3rd November</p>	<p>Graphic Majors Diagnostic Studies</p>	<p>Intermediate Typography (2): Illustrative Typography (Design your name (2) ‘The relationship of letters’,) Students explore and experience the formal elements of design including composition, colours, textures, and shapes in the form of applied visual problem-solving exercises in which typography and meaningful concepts are added in order to shape the work into effective graphic communications.</p> <p>▣ Illustrative Typography: Design your name (2) ‘The relationship of letters’. In addition to this exercise serving as an invaluable tool in beginning the thought process of developing a typographic symbol, it teaches students to look beyond the positive shape aspects of a form to its inner shape qualities and the shapes created by its natural boundaries – brief be given. The lessons will covered as the following topics:</p> <ul style="list-style-type: none"> ⊙ Students choose a word & interpret its meaning typographically, using existing typefaces or a type design of their own – <i>brief and words will be given to students.</i> ⊙ Scanning & Cleaning via digital programmes & equipment ⊙ Digital image editing and altering: cropping & alternative cropping, edge treatments ⊙ Digital manipulating ⊙ Finishes & Effects ⊙ Digital printing ⊙ Sketchbook presentations, comments and written notes 	<ul style="list-style-type: none"> ⊙ Complete the outstanding/remaining work ▣ Reference and Contextual Studies: ⊙ Students research & study the works of contemporary artists, designers, typographers, photographers and film makers in the areas of their expertise and discuss and enrich their vocabulary of design Note: Lists of typographers, graphic designers and artists will be given to each student. ⊙ Complete the outstanding/remaining work 	<p>Elam Kimberly, Typographic systems, Rules for Organizing Type. Princeton Architectural Press, New York 2007</p> <p>Stefan Sagmeister: <i>Made You Look</i> - Peter Hall, 2001</p> <p>Stefan Sagmeister: <i>Things I have learned in my life so far</i> - New York: Abram 2008</p>
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<p>9, 10, 11 & 12 6th Nov. – 14th Dec.</p>	<p>Carousel (final) Note: a) Trips to Fashion and Textile Museum (all disciplines) on Thurs 16th November, 2.00-6.00pm</p>	<p>Theme: Patterns and Textures (4 weeks) The groups, which rotate from other Art & Design disciplines to digital art will be studying the topics below for a three week period: <input type="checkbox"/> Introduction to basic digital art: computer programmes and digital equipment. <input type="checkbox"/> Health & safety warning when working with equipment in the YGP and Darkroom. <i>Practical works:</i> <input type="radio"/> Scanning or transferring their work to the computer programmes i.e. Photoshop, Illustrator and/or iMovie. <i>Practical works:</i> <input type="radio"/> Digital cleaning, altering, editing, manipulating <input type="radio"/> Digital patterns and repetitions <input type="radio"/> Finishes & Effects Sketchbook presentations, comments and written notes</p>		
<p>9, 10, 11 & 12 6th Nov. – 15th Dec.</p> <p>Note: a) The Revue, ends of term show on Thursday 14th b) Term ends on</p>	<p>Graphic Majors Diagnostic Studies</p>	<p><input type="checkbox"/> Advance Typography: Type & Image, ‘Creative Words Play’ Students explore and experience the formal elements of design including composition, colours, textures, and shapes in the form of applied visual problem-solving exercises in which typography and meaningful concepts are added in order to shape the work into effective graphic communications. <input type="checkbox"/> Type & Image (Words Play Typography) <i>Some words can inspire their own visual solution, while others need more thought to bring ideas inherent in their meaning. Students are taught to approach words’ visual meaning, a more playful attitude in the particular words’ interpretation &/or an interplay of sound with meaning</i> <input type="radio"/> Students choose a word & interpret its meaning</p>	<p><input type="radio"/> Students research, study, collect and comment on samples of works of the following typographers & graphic designers: Gary Gibson, etc Note: Lists of typographers, graphic designers and artists will be given to each student. <input type="radio"/> Complete the outstanding/remaining work</p>	<p>Lupton, Ellen and Phillips Jennifer. <i>Graphic Design The New Basics</i>. New York: Princeton Architectural Press, 2008 Doust, Len. <i>Perspective Drawing for Beginners</i>. New York: Dover Publication, 2006</p>

Friday 15 th at 13.00		typographically, using existing typefaces or a type design of their own – <i>brief and words will be given to students.</i>		
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